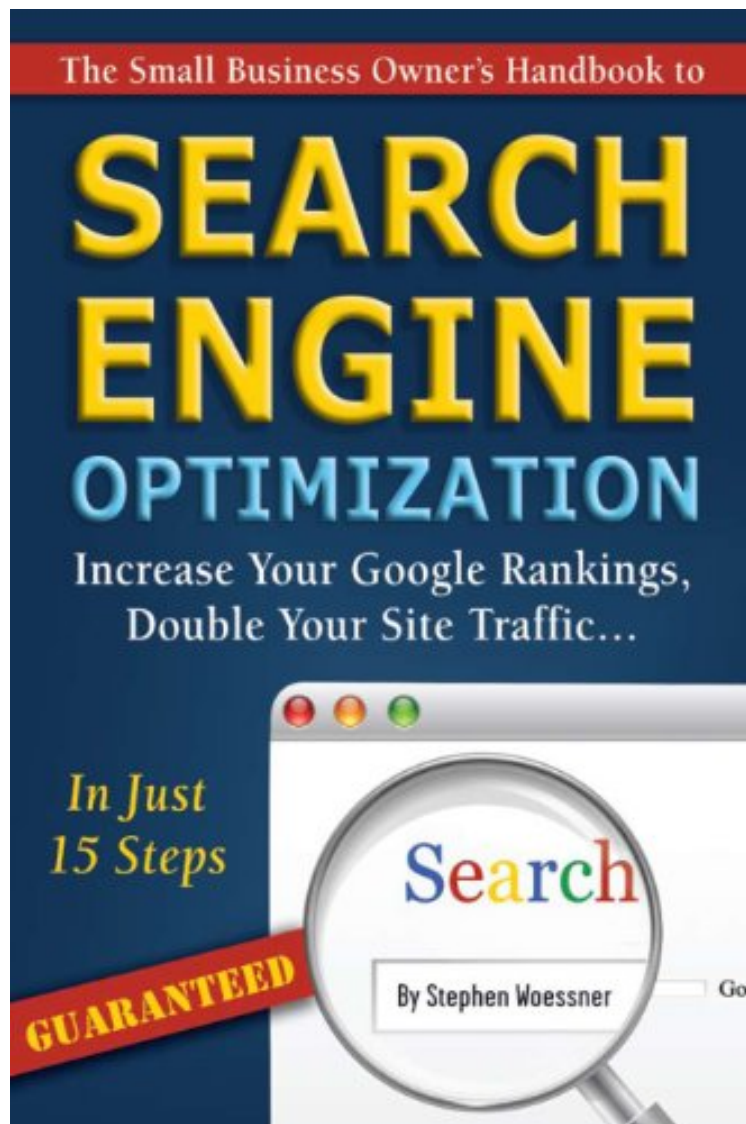


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## **The Small Business Owner's Handbook to Search Engine Optimization: Increase Your Google Rankings, Double Your Site Traffic...In Just 15 Steps - Guaranteed**

*Stephen Woessner*

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0 of 0 people found the following review helpful. SEO Made SimpleBy Tim GrayAfter checking this book out from the library, (I recently purchased the book from ) I had the opportunity to attend Stephen Woessner's SEO workshop at University of Wisconsin - La Crosse. So, which one was better - the book or live workshop? Honestly, I appreciated both the book and the workshop. Woessner is an accomplished entrepreneur in his own right. He understands that not every small business owner has the internet savvy other business owners have in order to compete in the 21st century. That's why he breaks down each step into terms computer-challenged entrepreneurs can understand. Since search engine rank is vitally important to the health of a business, search engine optimization (SEO) is a crucial component to a successful business and marketing plan. Woessner does a brilliant job of not talking down to the reader with fewer computer skills, nor insulting the intelligence of the computer whiz. For someone looking for a great resource on SEO, this book is well worth the money. If you have the opportunity, take Woessner's SEO workshop put on by the Small Business Development Center at the University of Wisconsin - La Crosse. 1 of 1 people found the following review helpful. Best SEO Book On The Market!!By Joe EvergreenThis book is INSPIRING! I read this after taking a break from the "world wide web" for a few years and decided it was time to catch up on SEO after a career change. Going into this book, I was very familiar with how websites work. What impressed me was, I didn't have to be to understand it! Stephen stresses that he is not a web designer/developer, hes a marketing guy. This book does tell you how to implement the "coding" changes to your website and even if you don't want to get into your updating your websites code, he explains how EASY it is to hire someone to do it for you. I really enjoyed the structure of this book. Outlining the 15 steps in a clear manner. This book is a MUST HAVE for small business owners. I used the 15 steps for a new page I was working on while reading this book and boy did it save me a ton of time. It usually takes a month or two in order to obtain a Google Page Rank and I was ranked in 19 days. I read through a few SEO books at my local book store and they put me to SLEEP! I highly recommend this book. 1 of 1 people found the following review helpful. The perfect level. By Joe C DI would think many business people are at my knowledge level regarding web sites and SEO...way below a web geek and definitely above totally clueless. This book is at the perfect knowledge position on that scale. Its detailed enough to actually get some SEO accomplished, but simple enough to essentially hold your hand through the process. It actually makes sense. I just started the process, and I'm starting to see some nice results for my web site placement with Google.

The Small Business Owner's Handbook to Search Engine Optimization is ideal for small business owners who want to learn an efficient and effective process for dramatically improving their Web site's search engine rankings and doubling their site's monthly unique visitors. Guaranteed! Stephen Woessner, of the University of Wisconsin-La Crosse Small Business Development Center, is a search engine optimization (SEO) expert. But more importantly, Woessner has owned four businesses and understands the significant time and cash constraints faced by business owners every day. Because of this, Woessner placed increasing efficiency and effectiveness at the core of the 15-steps allowing a business owner to maximize results in as little time as possible. A business owner does not need to know technical skills, like Web programming, to be successful at SEO. Instead, business owners will rely on their marketing skill and the ability to think like their customers and prospects, versus an ability to write HTML or other form of Web programming. Business owners will learn how to select keywords that are proven performers, blend the keywords into site content, boost site popularity, and more. Woessner explains with precision how business owners can use SEO to achieve measurable results. This practical and tactical guide includes a free SEO toolkit and other valuable resources that will help business owners increase the return on investment generated by their Web sites. Business owners will also receive a detailed blueprint with specific checklists to follow throughout the 15-step process. Lastly, this book can also serve as an excellent resource to business owners who are considering outsourcing their SEO work to a third-party. Developing a working knowledge of the 15-step process will make any business owner a more informed consumer. This book is also an ideal resource for marketing and advertising agency professionals who want to expand their services and need to develop a proficiency in SEO as efficiently and effectively as possible. Atlantic Publishing is a small, independent publishing company based in Ocala, Florida. Founded over twenty years ago in the company president's garage, Atlantic Publishing has grown to become a renowned resource for non-fiction books. Today, over 450 titles are in print covering subjects such as small business, healthy living, management, finance, careers, and real estate. Atlantic Publishing prides itself on producing award winning, high-quality manuals that give readers up-to-date, pertinent information, real-world examples, and case studies with expert advice. Every book has resources, contact information, and web sites of the products or companies discussed. This Atlantic Publishing eBook was professionally written, edited, fact checked, proofed and designed. The print version of this book is 288 pages and you receive exactly the same content. Over the years our books have won dozens of book awards for content, cover design and interior design including the prestigious Benjamin Franklin award for excellence in publishing. We are proud of the high quality of our books and hope you will enjoy this eBook version.

About the Author Stephen Woessner has 17 years of experience in Web strategy development, social networking,

search engine optimization, e-commerce, e-mail marketing, and strategic planning. He has had the privilege of consulting with hundreds of clients on the development of websites and online marketing strategies. In 2006, Woessner decided to leave private sector consulting and accepted a position at the University of Wisconsin-La Crosse Small Business Development Center (SBDC). He is an SBDC business adviser, instructor, author, and a frequent speaker. Woessner also understand the day-to-day pressures and challenges of running a business because he has owned four of his own, including SEOTrainingProducts.com. Viral Social Networking Inc. Magazine, E-commerce Times, B-to-B Online Magazine, The Milwaukee Journal-Sentinel, Wisconsin Public Radio, and other media have interviewed Woessner regarding various online marketing topics. He teaches search engine optimization and social networking classes at the University of Wisconsin-Madison, UW-La Crosse, UW-Green Bay, UW-Superior, UW-Parkside, and Kent State University-Stark. The classes are practical and tactical in nature and are attended by business owners and managers. You can find Woessner on Facebook, LinkedIn, Twitter, or Google.